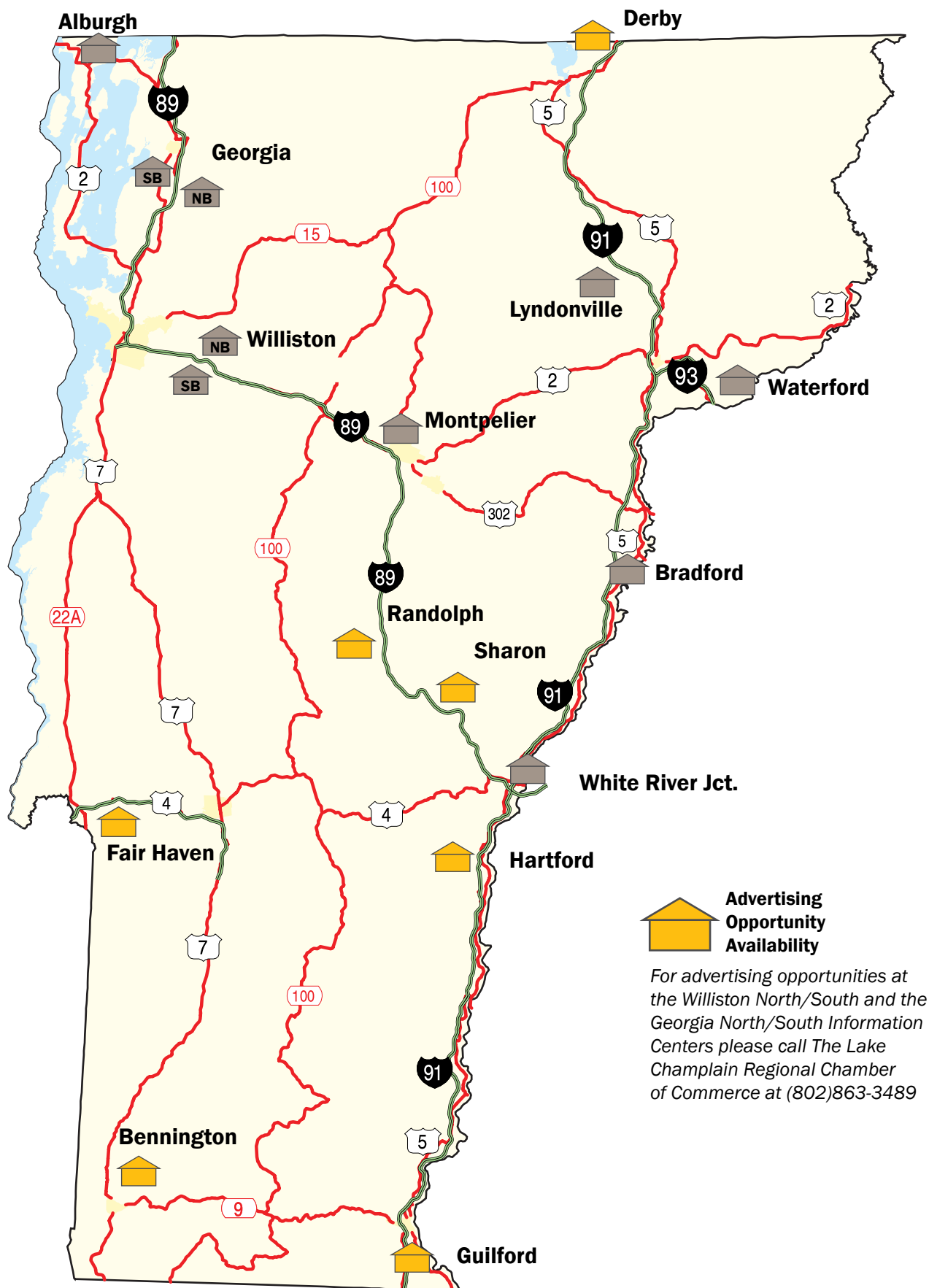




# STATE OF VERMONT INFORMATION CENTERS ADVERTISING SALES KIT



## Vermont Information Centers - Available Advertising Opportunities



## Advertising and Promotional Opportunities

Vermont's Information and Welcome Centers serve an estimated 10,000 people each day, and are an important planning resource utilized by Vermont visitors. In a state absent of billboards and with limited directional signage, we serve the purpose of providing helpful, courteous and knowledgeable information to our visitors. This places us in the unique position of being able to influence the traveler passing through the state.

Our Information and Welcome Centers provide Vermont businesses, lodging properties, and attractions with the opportunity to connect with travelers through eye-catching displays, brochures, interactive kiosks, and by phone. These promotional opportunities are provided at an affordable cost and help to support the ongoing operations of the centers.

Panel display advertising is available at many of our Information and Welcome Centers. The details regarding these opportunities are included here. For information on additional advertising opportunities, visit [www.bgs.vermont.gov/information\\_centers/marketing](http://www.bgs.vermont.gov/information_centers/marketing).

## About Vermont Visitors (Source: Department of Tourism and Marketing, Visitor Profile Survey, 2007)

Vermont Visitor Demographics							
Age	%	Marital Status	%	Education	%	Household Income	%
18-24	1%	Single	10%	High school grad	9%	Less than \$40,000	7%
25-34	9%	Married	81%	Some college	30%	\$40,000 to less than \$70,000	22%
35-44	18%	Previously married	7%	College degree	26%	\$70,000 to less than \$100,000	21%
45-54	30%			Post graduate	32%	\$100,000 to less than \$150,000	19%
55-64	26%					\$150,000 or more	10%
65+	9%						

Over 75% of visitors travel to Vermont using a car, motorcycle, or RV.

89% of visitors spend at least 1 night in Vermont

50% - Hotel

28% - Bed & Breakfast or Inn

10% - Campground

### What do Vermont visitors like to do?

74% of visitors cited vacation as their primary reason for visiting Vermont. The top 3 activities of Vermont visitors are Shopping (93%), Rest/relaxation (92%), and Viewing/learning/cultural (79%).

### Types of Viewing/Cultural/Learning

*Base: Those who participated in a viewing/cultural/learning activity*

Visiting historic sites	72%
Foliage/sightseeing/photography	68%
Visiting natural attractions/parks	59%
Attractions (factory tours, amusement parks)	48%
Visiting galleries/museums	44%
Visiting farm/nursery	37%
Bird/wildlife viewing	30%
Attending concerts/music festivals	19%
Attending state or regional fair	15%
Attending plays/theater	6%
Viewing sports events	3%
Other	4%



**Location: U.S. Route 7 &  
Bennington Bypass (VT 279)**

**Impressions:**

**89,494 visitors/year**

**Hours of Operation:**

**7:00 AM - 9:00 PM daily**



## Available advertising space

### Kiosk Side 1

BWC1: 18" w x 24" h\*\*

BWC2: 18" w x 24" h\*\*

BWC3: 18" w x 24" h\*\*

BWC4: 18" w x 24" h\*\*

BWC5: 18" w x 24" h\*\*

BWC6: 18" w x 24" h\*\*

BWC7: 18" w x 24" h\*\*

BWC8: 18" w x 24" h\*\*

BWC9: 18" w x 24" h\*\*

BWC10: 18" w x 24" h\*\*



\*\*Display boards are 18" w x 24 <sup>5</sup>/<sub>8</sub>" h allowing 3 <sup>5</sup>/<sub>8</sub>" of height for background template and frame. 1/4" on bottom and 1/8" on top is obscured by frame.

### Kiosk Side 2

BWC11: 18" w x 24" h\*\*

BWC12: 18" w x 24" h\*\*

BWC13: 18" w x 24" h\*\*

BWC14: 18" w x 24" h\*\*

BWC15: 18" w x 24" h\*\*

BWC16: 18" w x 24" h\*\*

BWC17: 18" w x 24" h\*\*

BWC18: 18" w x 24" h\*\*

BWC19: 18" w x 24" h\*\*

BWC20: 18" w x 24" h\*\*







**Location:** I-91 South @ VT/  
Canadian border

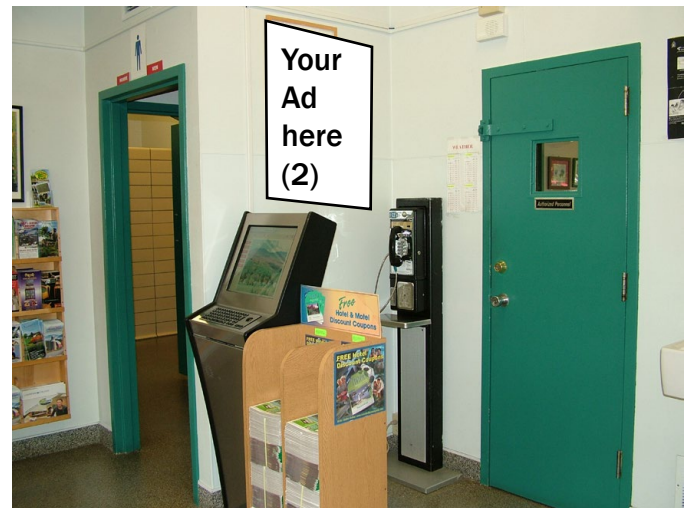
**Impressions:**  
174,301 visitors/year

**Hours of Operation:**  
7:00 AM - 7:00 PM daily

## Available advertising space



DBY1: 40" w x 30" h



DBY2: 24" w x 36" h



DBY3 & DBY4: 22" w x 17" h



DBY5 & DBY6: 22" w x 17" h





**Location: Route 4 East  
@ VT/NY border**

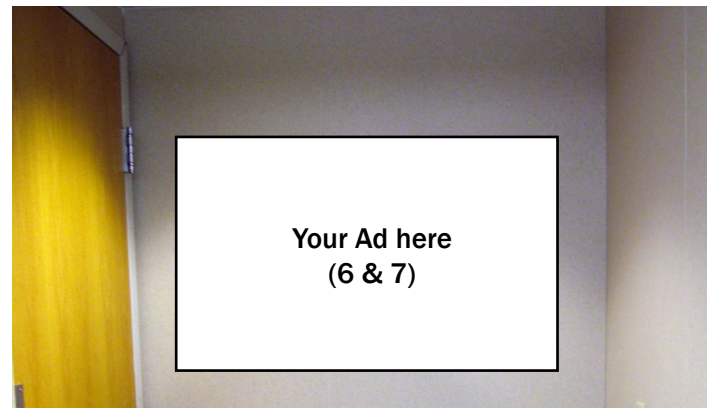
**Impressions:  
148,184 visitors/year**

**Hours of Operation:  
7:00 AM - 7:00 PM daily**

## Available advertising space



**FHN1, FHN2, FHN3: 36" w x 24" h**



**FHN6 & FHN7: 36" w x 24" h**

**\* One per restroom (Women's FHN6, Men's FHN7)**



**FHN4 & FHN5: 16" w x 44" h  
free standing**

**\* Brochure display with ad available.  
Additional costs may apply.**



FH8, 9, 10: 30" w x 40" h



FH11: 36" w x 24" h

FH12, 13: 22" w x 17" h



FH Kiosk Sides

1, 2, 3, 4: 24" w x 36" h



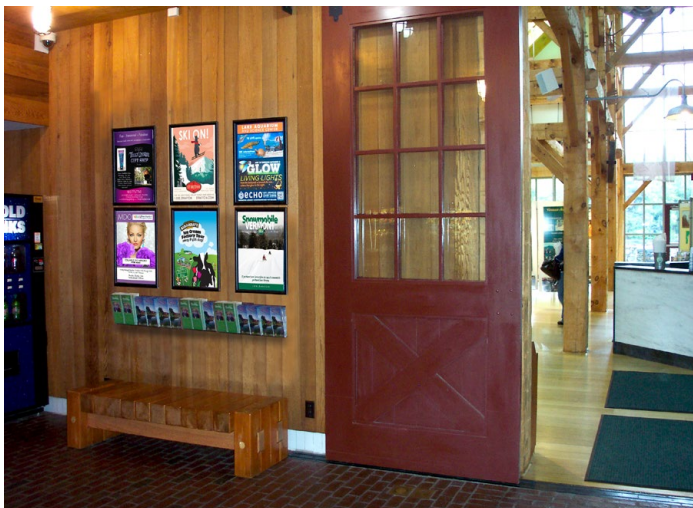


**Location: I-91 North @  
VT/MA Border**

**Impressions:  
631,945 visitors/year**

**Hours of Operation:  
7:00 AM – 11:00 PM daily**

## Available advertising space



GFD1, GFD2, GFD3, GFD15, GFD16, GFD17:  
17" w x 22" h



GFD4, GFD5, GFD6: 24" w x 36" h



GFD7: 30" w x 40" h



GFD8: 16" w x 44" h free standing  
\* Brochure display with ad available.  
Additional costs may apply.





GFD9: 24" w x 36" h

\* Brochure display with ad available.  
Additional costs may apply.



GFD11: 24" w x 36" h



GFD10:

\* Brochure display with ad available.  
Additional costs may apply.



GFD  
12

GFD  
13

GFD  
14

GFD12, GFD13 GFD14: 16" w x 44" h

\* Brochure display with ad available.  
Additional costs may apply.

**Location: I-91 South  
between Exit 9 & 10**

**Impressions:  
318,980 visitors/year**

**Hours of Operation:  
7:00 AM - 9:00 PM daily**



### Available advertising space\*

HRTFD1: 28" w x 22" h\*\*  
HRTFD2: 28" w x 22" h  
HRTFD3: 28" w x 22" h  
HRTFD4: 28" w x 22" h  
HRTFD5: 28" w x 22" h  
HRTFD6: 28" w x 22" h



HRTFD7: 28" w x 22" h  
HRTFD8: 28" w x 22" h  
HRTFD9: 28" w x 22" h  
HRTFD10: 28" w x 22" h  
HRTFD11: 28" w x 22" h  
HRTFD12: 28" w x 22" h



\* Brochure display with ad available.  
A single brochure holder may be  
attached directly to the ad if space is  
allocated in the ad design.  
Additional costs will apply.

\*\*Display boards are 32" w x 22" h allowing 4" of width for  
background template.  
1/4" on bottom and 1/8" on top is obscured by frame.





**Location: I-89 South  
between Exit 4 & 3**

**Impressions:  
293,546 visitors/year**

**Hours of Operation:  
7:00 AM - 7:00 PM daily**

## Available advertising space



RDL1: 24" w x 36" h



RDL2: 40" w x 30" h  
RDL3: 36" w x 24" h



RDL4: 24" w x 36" h  
\* Brochure display with ad available.  
Additional costs may apply.



RDL5: 36" w x 24" h



RDL6 & RDL7: 36" w x 24" h

\* One per restroom (Women's RDL6, Men's RDL7)



RDL8: 36" w x 24" h





**Location: I-89 North  
between Exit 1 & 2**

**Impressions:  
446,709 visitors/year**

**Hours of Operation:  
7:00 AM - 11:00 PM daily**

## Available advertising space



**SHR1, SHR2, SHR3: 16" w x 44" h**

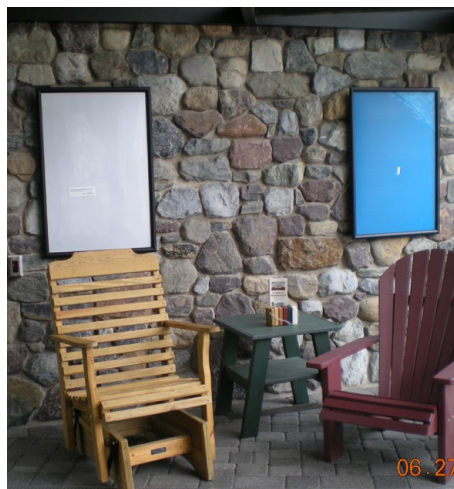
\* Brochure display with ad available.  
Additional costs may apply.



**SHR4  
(women's):  
&  
SHR5  
(men's):  
36" w x 24" h**



**SHR6: 36" w x 24" h**



**SHR7&8: 24" w x 36" h**



**SHR9: 16" w x 44" h**

\* Brochure display with ad available.  
Additional costs may apply.





SHR10-11&12:  
17" w x 22" h



Sharon interior





SHR14: 36" w x 24" h

\* Brochure display with ad available.  
Additional costs may apply.

SHR16: 24" w x 36" h

\* Brochure display with ad available.  
Additional costs may apply.

SHR15: 36" w x 24" h

\* Brochure display with ad available.  
Additional costs may apply.

## Pricing/Rate Structure for Vermont Information Centers Panel Advertising

Standard advertising rates are bi-annual and are based on a per visitor, or impression, cost. Depending on the location of some advertising panels, a premium rate may apply. Standard rates are shown below by Center, by size. Rates include cost of panel production.

All panels will be fixed to the walls or display structures (except for the 16" x 44" which are free standing) and are located in high traffic areas of the centers (i.e. near restrooms, at/in entry and exits, near coffee/refreshment stations).

	Visitor traffic <sup>1</sup>	17" x 22"		18" x 24"	22" x 28"		24" x 36"		16" x 44"		40" x 30"	
		6 Mo.	1 Year	1 Year	6 Mo.	1 Year	6 Mo.	1 Year	6 Mo.	1 Year	6 Mo.	1 Year
Bennington	89,494	—	—	\$500	—	—	—	—	—	\$723	—	—
Derby Line	174,301	\$290	\$493	—	—	—	\$386	\$657	\$483	\$821	\$579	\$985
Fair Haven	148,184	\$255	\$434	—	—	—	\$340	\$578	\$425	\$723	\$510	\$867
Guilford	631,945	\$1,023	\$1,739	—	—	—	\$1,364	\$2,319	\$1,705	\$2,899	\$2,046	\$3,479
Hartford	318,980	—	—	—	\$550	\$900	—	—	—	—	—	—
Randolph	293,546	\$403	\$686	—	—	—	\$538	\$915	\$672	\$1,143	\$807	\$1,372
Sharon	446,709	\$627	\$1,066	—	—	—	\$836	\$1,421	\$1,045	\$1,776	\$1,254	\$2,131

<sup>1</sup>Visitor traffic data is for January 2014 through December 2014.

- Discounts will apply to multiple advertisements.
- Panels may also be purchased as a cooperative ad, featuring multiple businesses.

## File Format

Acceptable file format is .pdf.

The vendor **CANNOT** print with files from Pagemaker, Microsoft Publisher, Microsoft Word or Microsoft PowerPoint. These files are not suitable for large format printing and if submitted will require charges for recreation. Minimum print resolution is 150dpi at full size. Do not rasterize vector type whenever possible.

## Recommendations for Advertisers

1. Include directional information such as the highway exit number, street name and number, and town.

*Remember that the visitors seeing your ad are mid-journey – stepping away from their car for a quick break before returning to their travels. They (and the Information Center staff) will need simple directional information to find you when they get back on the road.*

2. Use attractive, eye-catching photography and images.

*Vermont's Information and Welcome Centers are much more than a rest stop. Many of the buildings showcase Vermont through their architecture, award-winning photography, and beautifully crafted displays. It is important to keep the context of each center in mind when creating your ad.*

3. Consider both visitors and locals in your message.

*Vermonters make up a fair share of the traffic seen in our highway Welcome and Information Centers. Keep these locals in mind when making your advertising decisions and crafting your messages.*

## Order information

Contact: Vermont Information Center Division, Lisa Sanchez (802) 793-9918 or email: [lisa.sanchez@state.vt.us](mailto:lisa.sanchez@state.vt.us) to place an order in one or more State of Vermont Information and Welcome Centers.



## File Format for Derby, Fair Haven, Guilford, Randolph and Sharon

Acceptable file format is Adobe Portable Document Format (.pdf) that can be exported from most design applications.

The vendors **CANNOT** print with files from Pagemaker, Microsoft Publisher, Microsoft Word or Microsoft PowerPoint. These files are not suitable for large format printing and if submitted will require charges for recreation. Minimum print resolution is 125dpi at full size. **Do not rasterize vector type whenever possible.**

### LAYOUT SCALE

All layouts should be 100% scale, with the specified bleed on all sides (when applicable).

### Mechanical Requirements

width x height (trim)	width x height (with .25" bleed)
40" x 30"	40.25" x 30.25"
40" x 30"	40.25" x 30.25"
24" x 36"	24.25" x 36.25"
36" x 24"	36.25" x 24.25"
22" x 17"	22.25" x 17.25"
17" x 22"	17.25" x 22.25"
16" x 44"	NO BLEED REQUIRED

### RESOLUTION & PLACED IMAGES

All raster artwork should have a minimum resolution of 125dpi and a maximum resolution of 150dpi at 100 % scale.

### FONTS

Not required with PDF files.

### COLOR SPACE

CMYK is preferred: U.S. Web Coated (SWOP) v2.

You should submit your artwork to Lisa Sanchez email: [lisa.sanchez@state.vt.us](mailto:lisa.sanchez@state.vt.us)  
(802) 793-9918.

**For Hartford and Bennington, see following pages**

## File Format For Hartford

Acceptable file format is Adobe Portable Document Format (.pdf) that can be exported from most design applications.

They **CANNOT** print with files Microsoft Publisher, Microsoft Word or Microsoft PowerPoint. These files are not suitable for large format printing and if submitted will require charges to be recreated.

Output all graphics to PDF RGB format with crops and 1/8" bleeds. Minimum image resolution is 150dpi, maximum 300dpi, compression quality HIGH or MAXIMUM.

### Mechanical Requirements

<b>width x height (trim)</b>	<b>width x height (with .125" bleed)</b>
28" x 22"	28.25" x 22.25"

### RESOLUTION & PLACED IMAGES

All raster artwork should have a minimum resolution of 150dpi and a maximum resolution of 250dpi at 100 % scale. Vector artwork should not be rasterized prior to pdf file creation.

### TEMPLATE AND FRAME

The 28" wide x 22" high pdf file is placed on a 32" x 22" background template by the vendor. The bottom 1/4" and top 1/8" will be covered by the frame. Keep all type 1/2" from top and bottom edges.

### SUBMITTAL

Email your artwork to Lisa Sanchez [Lisa.sanchez@state.vt.us](mailto:Lisa.sanchez@state.vt.us), or provide link to file.

**ARTWORK SIZE: 28" wide x 22" high**

**File: PDF with 150 - 250 dpi resolution**

**Bleed: 1/8"**

**Safe zone: 1/2" inside crop marks (no type)**

**PROVIDE CROP MARKS**



ALLOW \*1/4" top and bottom "safe zone" hidden by frame



## File Format For Bennington

Acceptable file format is Adobe Portable Document Format (.pdf) that can be exported from most design applications.

They **CANNOT** print with files Microsoft Publisher, Microsoft Word or Microsoft PowerPoint. These files are not suitable for large format printing and if submitted will require charges to be recreated.

Output all graphics to PDF RGB format with crops and 1/8" bleeds. Minimum image resolution is 150dpi, maximum 300dpi, compression quality HIGH or MAXIMUM.

### Mechanical Requirements

<b>width x height (trim)</b>	<b>width x height (with .125" bleed)</b>
18" x 21"	18.25" x 21.25"

### RESOLUTION & PLACED IMAGES

All raster artwork should have a minimum resolution of 150dpi and a maximum resolution of 300dpi at 100% scale. Vector artwork should not be rasterized prior to pdf file creation.

### TEMPLATE AND FRAME

The 18" wide x 21" high pdf file is placed on a 24.625"h x 18"w background template by the vendor. The bottom 1/2" and top 1/8" will be covered by the frame. Keep all type 1/2" from top and edges.

### SUBMITTAL

Email your artwork to Lisa Sanchez  
lisa.sanchez@state.vt.us, or provide link to file.

**ARTWORK SIZE: 18" wide x 21" high**

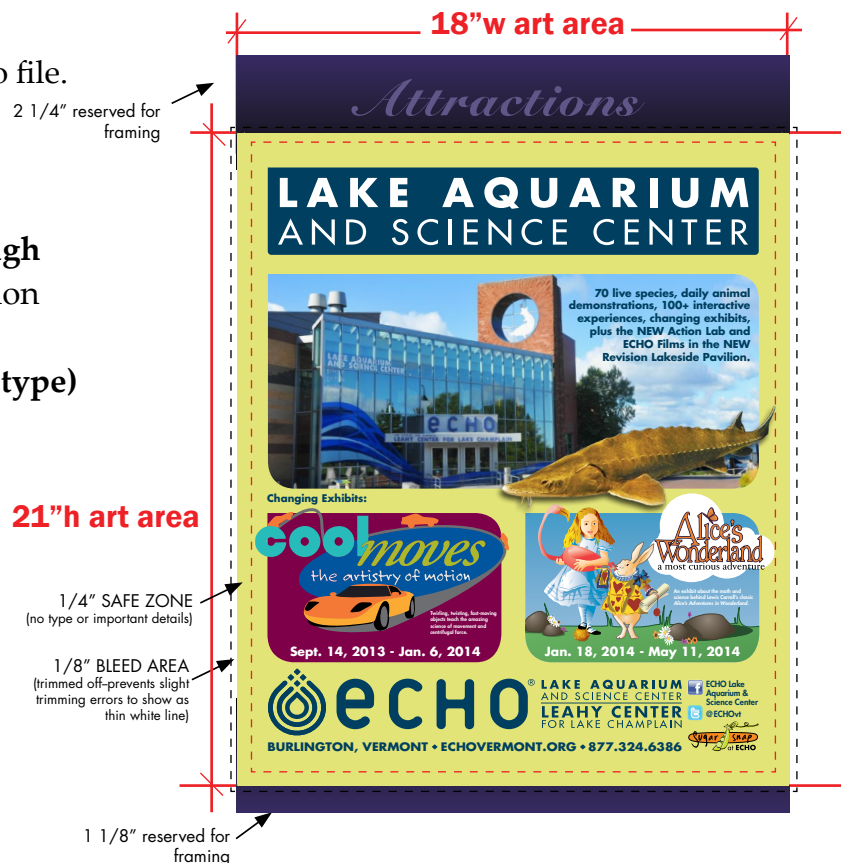
**File: PDF with 150 - 300 dpi resolution**

**Bleed: 1/8"**

**Safe zone: 1/4" inside crop marks (no type)**

**PROVIDE CROP MARKS**

**ARTWORK**  
**18"w x 21"h**  
**(+1/8" bleeds)**



**Electronic files:**

Email PDF art files, or link to files (yousendit.com or website address), to:  
**[lisa.sanchez@state.vt.us](mailto:lisa.sanchez@state.vt.us)**.

Include the following information in the e-mail:

*Your project name*

*Company*

*Your name*

*Your address*

*Your phone number*

*Applications used to create your files(s).*

*Desired Media Placement and Location*

**IF YOUR FILE IS TOO LARGE FOR YOUR E-MAIL SERVER**, please contact us to make arrangements or use yousendit.com or Dropbox (free file transfer services).

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**Questions or to place an order contact:****Vermont Information Center Division**

Lisa Sanchez, *Staff Assistant*

134 State Street

Montpelier, VT 05633

Cell: (802) 793-9918

E-mail: [lisa.sanchez@state.vt.us](mailto:lisa.sanchez@state.vt.us)